

# Arizona *CUT IT OUT* Program



**ARIZONA ATTORNEY GENERAL**  
**TERRY GODDARD**  
[WWW.AZAG.GOV](http://WWW.AZAG.GOV)

## **Progress Report** **April 2007-May 2008**

**Submitted by: Office of Arizona Attorney General Terry Goddard**

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## Introduction

Attorney General Terry Goddard, the Arizona State Board of Cosmetology, and the Arizona Coalition Against Domestic Violence have joined forces with the national *CUT IT OUT* Program to help combat the tragedy of domestic violence in Arizona.

*CUT IT OUT* is a national campaign that builds awareness of domestic abuse and trains salon professionals to recognize warning signs and safely refer clients to local resources. The national *CUT IT OUT* Program, sponsored by Southern Living At HOME, Clairol Professional, and the National Cosmetology Association, has developed educational materials for salon professionals to reach out to clients who may be victims.

Enlisting the cosmetology community's unique skills and access to women, *CUT IT OUT* provides salon professionals training and information to assist victims in getting the help they desperately need. Stylists do not serve as counselors, but instead connect clients suspected of being abused to persons who are trained to help them.

The Arizona Coalition Against Domestic Violence has conducted training sessions at Arizona's cosmetology schools and hair shows. The Arizona State Board of Cosmetology has distributed informational materials to more than 4,500 salons in Arizona.

Through the partnership and cooperation of the Attorney General's Office, the Arizona Coalition Against Domestic Violence, the Arizona Board of Cosmetology, and the National CUT IT OUT Program, we strive to build upon the success the program has already achieved. Through our continued efforts, we believe that the CUT IT OUT Program will help us reach our goals of helping victims of domestic abuse in Arizona.

## Program Timeline and Achievements

- ❖ Prior to launching the *CUT IT OUT* Program, Attorney General Terry Goddard established a 25 member advisory committee with representatives from the Arizona Board of Cosmetology and victim advocacy organizations, as well as domestic violence experts, to explore the best way to implement the program in Arizona.
- ❖ The Attorney General's Office produced an Arizona *CUT IT OUT* brochure that was printed courtesy of Blue Cross/Blue Shield of Arizona.
- ❖ On April 20, 2005 the Arizona *CUT IT OUT* Program was successfully launched by Attorney General Terry Goddard, the Arizona Coalition Against Domestic Violence (ACADV), and the Arizona State Board of Cosmetology at Rolf's Salon in Scottsdale.
- ❖ The first Train the Trainers event was held on November 30, 2005 and included 28 participants from 10 different organizations. Since then, those trainers have gone on to train hundreds of cosmetologists in their own communities throughout Arizona.
- ❖ The *CUT IT OUT* Web site at [azaq.gov](http://azaq.gov) was created and launched in April 2005 to provide information on the program to the public.
- ❖ The Adopt-a-Shelter program was launched in April 2006 to provide salons with guidelines on how to partner with local domestic abuse shelters. Attorney General Goddard made awareness of the Adopt-a-Shelter program the focus of his efforts during 2006; promoting it in the press and distributing referral materials.
- ❖ In 2007, the sponsors of *CUT IT OUT* attended the yearly Southwest Beauty and Nail Show for the third year in a row to promote the program and were joined by over 7,500 cosmetologists.
- ❖ The Arizona State Board of Cosmetology is distributing informational materials to approximately 4,500 salons in Arizona through events and site visits.
- ❖ In 2007-2008, the Arizona Attorney General's Office and the Arizona Coalition against Domestic Violence have conducted ??? training sessions at beauty school throughout Arizona, reaching over ??? salon professionals.
- ❖ The Attorney General's Office and the Arizona Coalition Against Domestic Violence distributed *CUT IT OUT* materials at the 2005, 2006, 2007 and 2008 Walks to End Domestic Violence. The Walk raises funds for Maricopa County domestic violence shelters. During the 2008 run, the Attorney General's Office raised \$680 with a team of 20 participants.

# Special Events

## American Association of Cosmetology Schools



Attorney General Goddard with (l to r) Allie Bones, Arizona Coalition Against Domestic Violence, Sue Sansom, Arizona Board of Cosmetology, Jeri Lynch Linas, Chicago Mayor's Office on Domestic Violence, Jim Cox, American Association of Cosmetology Schools

On March 31, 2008, Attorney General Terry Goddard spoke at the American Association of Cosmetology Schools (AACS) Spring Management Conference on Monday. AACS adopted the *CUT IT OUT* program as their primary national charity. The Attorney General's Office was featured for its successful implementation of the *CUT IT OUT* program in Arizona, and its partnership with the Arizona Board of Cosmetology and the Arizona Coalition Against Domestic Violence.

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## Sojourner Center

On October 22, 2007 Attorney General Goddard, along with his wife Monica and *CUT IT OUT* partner Sue Sansom of the Board of Cosmetology, met with Connie Philips of the Sojourner Center in Phoenix. Since 1977, Sojourner Center has provided shelter and support services to thousands of individuals affected by domestic violence. The Attorney General and

others were treated to a tour of the facility and discussed ideas about how the salon community could assist local victims of domestic violence, as the shelter has constant need to hygiene products and self-esteem help for women seeking independence and employment.



Connie Philips, Sojourner Center, Attorney General Terry Goddard, Monica Goddard, Sue Sansom, Arizona Board of Cosmetology and Pam Stevenson, Attorney General's Office

## 2007 Southwest Fashion Focus Hair & Nail Show



Annie Hilby and Sebrina Beckstrom  
from the Attorney General's Office

For the third year in a row, the Attorney General's Office hosted a *CUT IT OUT* information booth at the Southwest Hair and Nail Show at the Phoenix Convention Center in October 2007. During the course of the two day event, we distributed over 1000 shoe cards, posters and brochures to stylists across the State.

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## Girls Night Out

As an extension of the CUT IT OUT program, the Valley of the Sun Girls' Night Out event was designed to bring awareness to domestic violence in Arizona and to assist with the needs of valley shelters and the Arizona Coalition Against Domestic Violence by raising money for local shelters. The event was organized by Southern Living AT Home consultant, Donna Bartos, in partnership with the Arizona Coalition Against Domestic Violence and the Attorney General's Office. This is the first year the event was held in Arizona. This fun event was held on October 4, 2007 at Dolce Salon and Spa at Arrowhead.

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## Walk to End Domestic Violence

The Walk to End Domestic Violence has taken place annually since 2002 and is the single largest fundraiser for the domestic violence community in Arizona.

The money raised is distributed to domestic violence direct service providers, including the Arizona Coalition Against Domestic Violence, a partner in the Arizona *CUT IT OUT* Program. The Attorney General's Office raised \$680 for the 2008 Walk. Melissa Williams of the Attorney General's Office of Victim Services headed up a team of 20 individuals, which included Attorney General Goddard.

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## Web Site

Our Web site is an important tool that the Arizona Attorney General's Office is using to raise awareness of domestic violence and to distribute the *CUT IT OUT* materials and message. From our Home Page, [www.azag.gov](http://www.azag.gov), viewers can follow the Domestic Violence Quick Link to our Domestic Violence page. This site contains a link to an explanation of the *CUT IT OUT* Program, relevant press releases and a photo gallery containing pictures from our *CUT IT OUT* events. Links are also provided to the *CUT IT OUT* Poster, Brochure and Safety Card. The Web site is updated regularly with information on upcoming training sessions.

## Training Sessions

**In 2007 the Coalition delivered 8 CUT IT OUT training sessions bringing the total to 273. Trainings for cosmetology students and instructors were held at Turning Point Beauty Colleges in Mesa and Casa Grande, Artistic Beauty Schools in Prescott and Tucson, and Tucson College of Beauty. Attorney General Terry Goddard spoke at one of the Cut it Out trainings at Artistic Beauty School in Tucson in November, 2007. The training was covered by a local newspaper.**

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## Looking Forward

The Arizona Attorney General's Office plans to continue its support for the CUT IT OUT program this coming year. To commemorate Domestic Violence Month, in October 2008, Attorney General Goddard will be a keynote speaker for the Arizona Coalition Against Domestic Violence Day of Unity Conference, issue a Message Publication and post a Web page about Domestic Violence highlighting the CUT IT OUT Initiative in Arizona. The Arizona Coalition against Domestic Violence and the Attorney General's Office and Arizona State Board of Cosmetology will continue to distribute materials, train salon professionals and students and promote Adopt-A-Shelter partnerships throughout Arizona.

